Magazine ad page leaders

Publishers Information Bureau figures for January-November 1990.

Rank	Magazine	Pages	% chg	Dollars	% chg
1	Business Week	3,927.91	(12.6)	221,966,267	(6.9)
2	Forbes	3,654.00	1.4	156,775,900	7.8
3	People	3,207.06	(4.5)	303,819,007	5.3
4	Fortune	3,060.15	(11.7)	147,074,718	(4.3)
5	Vogue	2,750.01	(10.6)	100,257,180	8.0
6	TV Guide	2,731.96	(9.0)	294,692,219	(0.9)
7	Bride's	2,711.59	(4.0)	48,051,921	3.2
8	The Economist	2,452.93	13.1	21,406,512	27.3
9	Time	2,447.17	(2.4)	342,749,287	(0.1)
10	Sports Illustrated	2,386.01	(12.8)	298,875,353	(3.0)
11	New York Magazine	2,327.72	(14.8)	37,610,916	(9.7)
12	Modern Bride	2,176.07	2.3	35,457,671	8.1
13	Elle	2,100.74	0.4	61,618,812	9.2
14	The New Yorker	2,085.43	(1.7)	52,674,020	10.1
15	Newsweek	2,065.12	(9.5)	229,412,882	(2.0)
16	Cosmopolitan	1,999.82	(8.5)	120,563,397	3.1
17	Entrepreneur	1,854.01	13.2	18,095,396	38.0
18	Rolling Stone	1,830.92	0.9	69,271,258	6.6
19	GQ	1,824.33	(9.8)	44,593,444	(0.8)
20	U.S. News & World Report	1,796.58	(2.8)	142,931,067	3.4
21	Glamour	1,718.43	(5.6)	87,458,310	5.6
22	Architectural Digest	1,696.33	(3.4)	45,112,280	5.8
23	American Way	1,665.46	(5.7)	22,928,212	19.6
24	Good Housekeeping	1,577.46	3.2	149,660,650	12.3
25	Family Circle	1,544.96	(18.6)	126,517,247	(11.3)
26	Yachting	1,525.14	(1.6)	9,548,617	1.8
27	Town & Country	1,462.18	(2.8)	35,300,877	8.7
28	Ladies' Home Journal	1,408.01	(4.2)	101,125,219	5.9
29	Mademoiselle	1,399.66	(8.8)	45,663,550	0.6
30	Sunset	1,363.96	(2.2)	42,476,481	3.0
31	Parents	1,338.19	(3.5)	54,011,408	(0.7)
32	Vanity Fair	1,329.56	0.2	44,949,853	21.2
33	Skin Diver	1,325.63	6.0	12,391,660	11.9
34	Harper's Bazaar	1,321.38	(0.8)	34,563,352	5.7
35	Woman's Day	1,304.96	(20.8)	92,288,290	(26.2)
36	W	1,296.58	(11.0)	29,684,687	0.7
37	Travel & Leisure	1,287.52	(5.9)	53,137,606	10.9
38	Texas Monthly	1,274.48	1.0	14,599,969	9.4
39	Gourmet	1,190.21	2.6	31,569,129	13.0
40	Car & Driver	1,184.16	0.0	45,804,432	(6.2)
41	Self	1,177.21	(5.6)	43,522,443	11.3
42	Southern Living	1,173.80	(5.7)	59,740,846	4.0
43	Better Homes & Gardens	1,163.84	(11.3)	132,730,462	(5.4)
44	Golf Digest	1,161.23	(3.8)	60,013,590	3.0
45	Muscle & Fitness	1,157.94	(16.9)	19,846,191	(8.6)
46	Popular Photography	1,152.10	17.7	28,139,290	27.1
47	Seventeen	1,149.65	(9.0)	35,222,257	(5.7)
48	Esquire	1,125.33	(6.3)	35,620,685	4.5
49	San Francisco Focus	1,089.24	(6.7)	7,279,247	3.9
50	Money	1,089.10	(8.0)	68,397,508	(4.7)
51	Redbook	1,086.38	(3.8)	68,899,252	1.2
52	Inc.	1,056.58	(4.7)	43,449,508	4.5
53	Road & Track	1,049.66	(7.7)	31,316,700	(10.2)
54	Golf Magazine	1,028.79	(6.0)	35,091,967	14.0
55	Salt Water Sportsman	1,025.86	(19.3)	6,737,692	(11.0)
56	Conde Nast Traveler	1,018.07	16.6	28,205,064	33.0
57	Country Living	1,016.89	(1.2)	41,012,371	3.3
58	Metropolitan Home	1,015.40	(10.8)	32,705,113	(1.6)
59	House & Garden	990.72	8.9	24,385,060	12.8
60	Mirabella	986.14	61.0	16,145,110	141.9
61	Ebony	985.98	(7.5)	34,885,067	(0.4)
62	Jet	974.41	(5.7)	16,546,631	0.6
63	Reader's Digest	959.92	(5.4)	99,364,598	(3.6)
64	Bicycling	955.72	(6.4)	13,344,168	10.4
65	Working Woman	944.15	(10.1)	29,999,577	1.4
66	Bon Appetit	943.29	(0.7)	28,963,845	3.9
67	Four Wheeler	921.64	0.0	7,361,515	7.2
68	Financial World	917.92	28.7	21,360,595	50.0
69	McCall's	917.41	(11.4)	66,898,688	(3.9)
70	Smithsonian	875.71	(8.8)	37,730,931	(5.3)
71	New Woman	853.45	(8.9)	21,001,914	(3.5)
72	Black Enterprise	849.05	1.2	11,324,306	10.4
73	Motor Trend	845.77	(10.3)	31,016,635	3.3
74	Entertainment Weekly	801.93	—	17,142,130	—
75	Essence	799.98	(1.6)	20,263,896	12.4
76	Delta Sky	792.00	(8.3)	20,056,165	(2.7)
77	Ski	778.01	(8.2)	15,357,663	(5.1)
78	Popular Mechanics	764.14	(11.1)	24,168,110	(9.6)
79	M Inc.	763.88	(4.9)	9,248,783	1.2
80	Outdoor Life	760.96	(14.5)	23,918,696	(7.6)
81	Art & Antiques	758.73	10.8	4,770,982	27.0
82	Hot Rod	751.23	(23.9)	18,119,482	(16.4)
83	Skiing	746.77	8.4	14,575,627	(1.1)
84	Sports Afield	742.45	6.2	14,757,093	15.6
85	California	741.43	6.4	10,799,763	13.7
86	Parenting	741.13	16.7	13,089,836	51.6
87	Yankee	740.72	3.6	11,423,342	43.3
88	Field & Stream	740.22	(15.9)	32,939,874	(12.2)
89	House Beautiful	701.30	(8.0)	25,649,007	0.2
90	Premiere	698.03	4.3	12,552,974	29.2
91	Working Mother	695.31	(13.7)	16,377,959	(0.3)
92	Connoisseur	695.02	(19.1)	11,854,666	(12.1)
93	Popular Science	694.44	(22.1)	20,037,312	(19.3)
94	Southern Accents	689.91	4.1	6,870,000	13.3
95	Tennis	660.49	(9.0)	22,250,291	36.8
96	US	646.03	(7.4)	19,097,563	(7.0)
97	1,001 Home Ideas	640.91	(1.7)	18,166,757	3.6
98	Atlantic	638.69	13.3	10,844,539	24.9
99	Playboy	638.25	(5.2)	42,551,136	1.9
100	National Journal	637.50	(2.9)	4,267,070	3.1

Percent change compares January-November in 1990 with 1989. Source: Publishers Information Bureau

MEDIAWORKS

Ad pages slump in Nov.

By Scott Donaton

"The best thing about 1990 is that it's almost over—and the best thing about 1991 is that it's going to be compared to 1990," a magazine publisher said recently.

The remark underscored the cloud of resignation that hung over publishers as they closed the worst year for ad page performance in more than a decade and prepared for a year that may be even worse.

It also sums up most magazines' ad page performance for November.

Magazine ad pages fell 5.5% to 16,917.5 in November from the same month last year, Publishers Information Bureau reported. The drop—one of the year's steepest declines—left ad pages down 4% after 11 months, at 156,463.6.

More than 60 of the 157 magazines tracked by PIB posted double-digit declines in November. The performance left 71 of the top 100 PIB magazines down in ad pages after 11 months, including eight of the top 10. Twenty-seven titles showed gains while two, *Car & Driver* (1,184.2 ad pages) and *Four Wheeler* (921.6 ad pages), stayed flat.

Ad revenues—up through most of 1990—dropped 1% in November to $695 million. For the January-November period, ad revenues totaled $6.1 billion, an increase of 1.4% over the same period in 1989.

Of the top 10 ad categories, six were soft in November: automotive, toiletries and cosmetics, business and consumer services, food, travel, and cigarettes and tobacco. Cigarettes and tobacco spending took the deepest dive, totaling $273,173,842 after 11 months, a 25% decline.

Several titles took strong hits in November.

Architectural Digest's 197.6 ad pages were down 26.1% from November 1989. *Child* carried 66.1 ad pages, down 39.4%; *New Woman* had 64.5, down 34.1%; and *American Health* had 30, down 51.2%.

Business Week's November pages were down 12.9% to 491, leaving the McGraw-Hill weekly with 3,927.9 ad pages after 11 months, a 12.6% drop. *Fortune* saw ad pages plummet 31.5% to 289.5 in November. Through November, the Time Warner title carried 3,060.2 ad pages, down 11.7%.

Forbes remained the only one of the top 3 business magazines on the plus side. Ad pages climbed 7.2% in November to 470.8 and totaled 3,654 year-to-date, a 1.4% gain.

Vogue led all monthlies after 11 months with 2,750 ad pages, down 10.6%. It was followed by the North American edition of *The Economist*, with 2,452.9 ad pages, up 13.1%. *Vogue* rival *Elle* stayed virtually flat with 2,100.7 ad pages, up 0.4%.

Among other top monthlies, *Cosmopolitan's* 1,999.8 ad pages for January-November represented an 8.5% decline from the same period last year. *Entrepreneur* carried 1,854 ad pages, up 13.2%.

GQ's 1,824.3 ad pages were down 9.8%. *Glamour*, with 1,718.4 ad pages, was off 5.6%. *Architectural Digest* saw its pages fall 3.4% to 1,696.3.

Good Housekeeping, the top women's service magazine in 1990 and the only one showing ad page gains, was up 3.2% to 1,577.46. It was followed closely by *Family Circle* with 1,545 ad pages, an 18.6% decline. *Ladies' Home Journal* was third in the field with 1,408 ad pages, down 4.2%.

Despite the downfall, a number of publishers continued to post strong gains.

Financial World carried 917.9 ad pages, up 28.7%. *Parenting's* 741.1 ad pages were up 16.7%; *The Atlantic* had 638.7, up 13.3%; *Decorating Remodeling* had 360.5, up 75.9%; and *Cooking Light* had 346.3, up 11.2%. □

Consumer Linage for November won't appear; yearend figures will be published later this month.

Advertising opportunities in print:

Glamour, New York, "Fashion/-travel buy" special advertising section, April issue; ad close: Jan. 18. B&w page: $13,380; color page: $21,450.

The New Yorker, New York, "Selections" special advertising section, March 4 issue; ad close: Jan. 18. B&w 1/9 page: $3,000.

Bon Appetit, New York, "Western insider" special ad section, April issue; ad close: Jan. 21. B&w page: $9,500; color page: $13,500.

The National, New York, "Super Bowl" special editorial section, Jan. 23 issue; ad close: Jan. 21. B&w page: $8,400; color page: $11,600.

Seventeen, New York, "A guide to fashion schools" special advertising section, April issue; ad close: Jan. 21. B&w page: $29,500; color page: $42,750.

USA Today, New York, "Super Bowl XXV" special advertising section, Jan. 25 issue; ad close: Jan. 21. B&w page: $71,735; color page: $93,255.

House Beautiful, New York, "Beauty at its best" special advertising section, May issue; ad close: Jan. 23. Color page: $4,000.

Popular Mechanics, New York, "Home improvement guide" special ad section, April issue; ad close: Jan. 25. B&w page: $38,095; color page: $54,065.

Southern Living, Birmingham, Ala., "Travel Florida" special advertising section, April issue; ad close: Jan. 25. B&w page: $42,870; color page: $60,440.

Career Focus, Kansas City, Mo., "The MBA degree" special advertising section, March/April issue; ad close: Feb. 1. B&w page: $25,440; color page: $31,800.

Gourmet News, Yarmouth, Maine, "Winter fancy food shop" special advertising section, March issue; ad close: Feb. 1. B&w page: $2,600; color page: $3,375.

Self, New York, "Foodstyles" special advertising section, May issue; ad close: Feb. 1. B&w page: $32,269; color page: $48,197.

Southern Accent, Birmingham, Ala., "Accents Europe" special advertising section, April issue; ad close: Feb. 1. B&w page: $10,490; color page: $14,312.

New York Magazine, New York, "Spring fashion" special editorial supplement, Feb. 23 issue; ad close: Feb. 4. B&w page: $71,735; color page: $93,255.

Field & Stream, New York, "*Field & Stream* Jr." special editorial section, May issue; ad close: Feb. 5. B&w and color: $26,700. □

Program and business-side developments in TV and radio.

Promoting horror. NBC is in the midst of what the network believes is an unprecedented four-week promotional blitz for a single new series: the revival of the gothic horror show "Dark Shadows." The series premieres as a four-hour miniseries Jan. 13 and 14 before joining the Friday schedule at 9 p.m. (ET) Jan. 18. In addition to on-air spots and cable TV and print, the network is planning a "Dark Shadows" radio contest sponsored by one of the show's chief sponsors, Domino's Pizza; a deal with Preview Tech to show two-minute trailers of "Dark Shadows" in more than 250 Circuit City and Highland electronics stores; and promotional spots telecast near concession stands in more than 200 United Artists Entertainment Co. movie theaters.

Daytime dropouts. NBC, in an attempt to shore up its flagging daytime schedule, will drop one hour of its network daytime programming this fall, returning the time to its local station affiliates. NBC now programs 5½ hours each weekday and ranks third in the season-to-date network daytime ratings race with an average 3.1 rating and 12 share. CBS is first with a 5.5 rating/22 share, followed by ABC's 4.6/18. □

Wayne Walley coordinates MediaWorks.

Energizer hops onto top 10

By Kate Fitzgerald

Eveready Battery Co.'s Energizer bunny won by more than a hare when it hopped onto the top 10 list of best-recalled ads for the first time.

The high-profile pink bunny marched onto the scene in 1989, interrupting 15-second parody TV spots, but top-of-mind consumer recall of the ads has seemed to lag behind the bunny's fame.

In November, Energizer finally landed among the 10 best-recalled ads, tying with Toyota for the No. 7 spot in *Advertising Age's* monthly AdWatch survey of ad awarene..s.

The bunny's success was powered by a $30 million fourth-quarter TV and print campaign from Chiat/Day/Mojo, Venice, Calif., which featured new executions of interrupted parody spots.

A blitz of last-minute TV spots for the Nov. 6 elections drove political ads into first place in November, after the category placed second in October.

Anheuser-Busch's Budweiser was No. 2 in the latest survey, moving up three notches and improving its awareness for the second consecutive month. Ford placed third, while Chevrolet tied for the No. 4 slot with general automobile ads.

AT&T moved up the ranks of the top 10 in November to sixth, from eighth place in October, while McDonald's tumbled from No. 1 in October to ninth place in November. Coca-Cola placed No. 10.

The shake-up in the top 10 also included the disappearance of Nike, which appeared on the list for eight consecutive months since last March.

AdWatch is a joint project of *Ad Age* and the Gallup Organization. Advertising awareness is measured by asking a nationally projectable sample to name the first advertising that comes to mind from all seen, heard or read in the previous 30 days. In November, 1,000 adults were polled by phone. The survey's margin of error is plus or minus 3.1%. □

For more information, contact the Gallup Organization, 301 S. 68th St., Lincoln, Neb. 68506. Phone: (402) 489-0351.

AdWatch survey of advertising awareness Top 10 in November

In November, 1,000 people were asked: Of all the advertising you have seen, heard or read in the past 30 days, which advertising first comes to mind?

Rank 11/90	Rank 10/90	Advertiser	Agency
1	2	Political ads (general)	Various
2	5*	Budweiser/Bud Light	D'Arcy Masius Benton & Bowles/-DDB Needham Worldwide
3	7	Ford	J. Walter Thompson USA
4*	4	Chevrolet	Lintas:Campbell-Ewald
4*	3	Automobiles (general)	Various
6	8	AT&T	N W Ayer/Ogilvy & Mather/-Young & Rubicam
7*	—	Toyota	Saatchi & Saatchi DFS/Pacific
7*	—	Energizer	Chiat/Day/Mojo
9	1	McDonald's	Leo Burnett USA
10	9	Coke/Coca-Cola	McCann-Erickson Worldwide

*Indicates tie. Source: Gallup Organization, Lincoln, Neb.

Yearn-to-Learn ad entries due

NEW YORK—Sell a teen-ager something money can't buy: an education.

That's the challenge posed by the third annual Yearn-to-Learn Challenge. Sponsored by Crain Communications Inc.'s *Advertising Age* and Scholastic Inc., the competition is designed to enlist advertising and marketing talent in the effort to counter the nation's 30% high school dropout rate.

Entrants in the Challenge create ads encouraging teen-agers to complete their high school education. Five winning ads will be selected to appear during the 1991-92 school year in the Scholastic Teen Network of magazines: *Junior Scholastic, Scholastic Choices, Scholastic Update, Scholastic Voice* and *Science World*. These publications reach 11 million junior and senior high school students nationwide.

The winning ads will also appear in *Advertising Age*. The overall winner will be announced this spring as part of *Ad Age's* annual awards reception in Chicago. Ten certificates of merit will also be awarded.

Entries will be judged by a panel of educators, representatives of the advertising and marketing communities, and high school students.

"We're proud to once again provide the vehicle that brings these ads from agency drawing boards to the desks of the nation's junior and senior high school students," said Michele S. Magazine, senior VP, Scholastic Inc. Magazine Group.

Added Rance Crain, CCI president and editor in chief of *Ad Age*: "Our support of Yearn-to-Learn is stronger than ever. We continue to look upon these ads, directed to teen-age students, as imperatives in the ongoing effort to keep them in school. We must convince them that education is their ticket to a productive, good life in our society."

The creative work for the Yearn-to-Learn Challenge brochure and a page ad in *Ad Age* was donated by Cadwell Davis Partners, New York. Bradley Printing Co., Chicago, donated brochure printing services.

Deadline for Yearn-to-Learn Challenge entries is March 6. Entries may be in b&w or color and must be suitable for classroom use.

Entry kits are available from Stephanie Feuer, public relations manager, Scholastic Inc., 730 Broadway, 10003. Phone: (212) 505-3419. □

Eurocom bares logic behind its nude ad

By Bruce Crumley

A new, racy Eurocom Advertising print ad touting the agency's size is causing a big reaction, particularly in the U.S.

The ad—showing a nude woman on her stomach with her upper body propped up by her elbows—was captioned: "Can an advertising network founded in France be successful worldwide?"

The only other copy: "Eurocom Advertising. No. 1 network in Europe and No. 9 in the world," a reference to Eurocom's pullout from HDM and its purchase of the HDM network's European offices (AA, Dec. 17).

While some Eurocom people consider the ad too racy, the decision to use nudity had both humorous and very serious designs, Eurocom executives said.

The serious side, said a Eurocom spokeswoman, was to get the message across loudly and quickly, without having to rely solely on information that would make the ad too dry (such as the network being Europe's largest and ninth in the world).

In this case, she said, getting attention took priority over questions of creativity.

The partly humorous side, said Eurocom Chairman Alain de Pouzilhac, was to assert what many foreigners find as French advertising's typical over-reliance on flesh.

"A lot of people fault French advertising for this [nudity]," he said. "And this is part of the reason for using this girl. We are asking if this French [-founded] network can work elsewhere. And our answer is yes. I think people will look at this ad and remember it."

The ad ran in the French press as well as marketing publications including *Advertising Age*.

To further focus on the fact that irony has a place in advertising, the ad could have also mentioned that the model baring it all for the French-founded network happens to be an American. □

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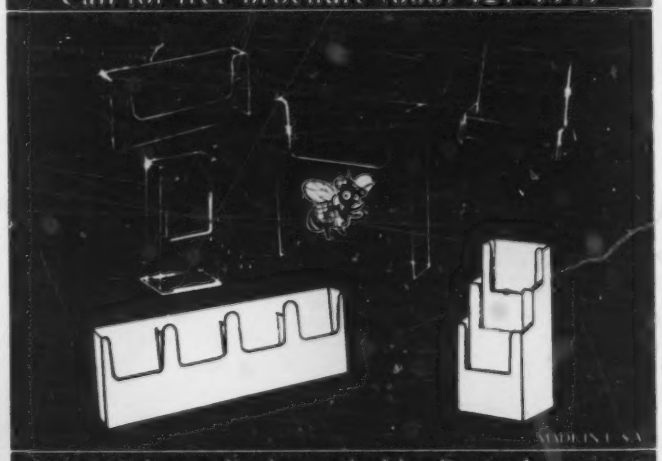

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on registering or exhibiting contact: Retail Advertising and Marketing Assn., 500 N. Michigan Ave., Suite 600, Chicago, IL, 60611 Phone 312/245-9011 Fax 312/245-9015

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NEWSPAPER

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Gulf war could delay Super Bowl

War anxiety grows; marketers regroup

By Scott Donaton and Wayne Walley

The National Football League is considering the postponement of Super Bowl XXV, the year's largest and most visible advertising vehicle, if war breaks out in the Persian Gulf.

An NFL spokesman said league executives have discussed what would be an "appropriate response" if the Gulf crisis escalates into armed conflict.

Greg Aiello, NFL director of communications, wouldn't discuss specific options but acknowledged that the Super Bowl could be postponed in the event of war.

"We are considering everything, and it depends on the circumstances," he said. "At this time, we really don't know what might happen."

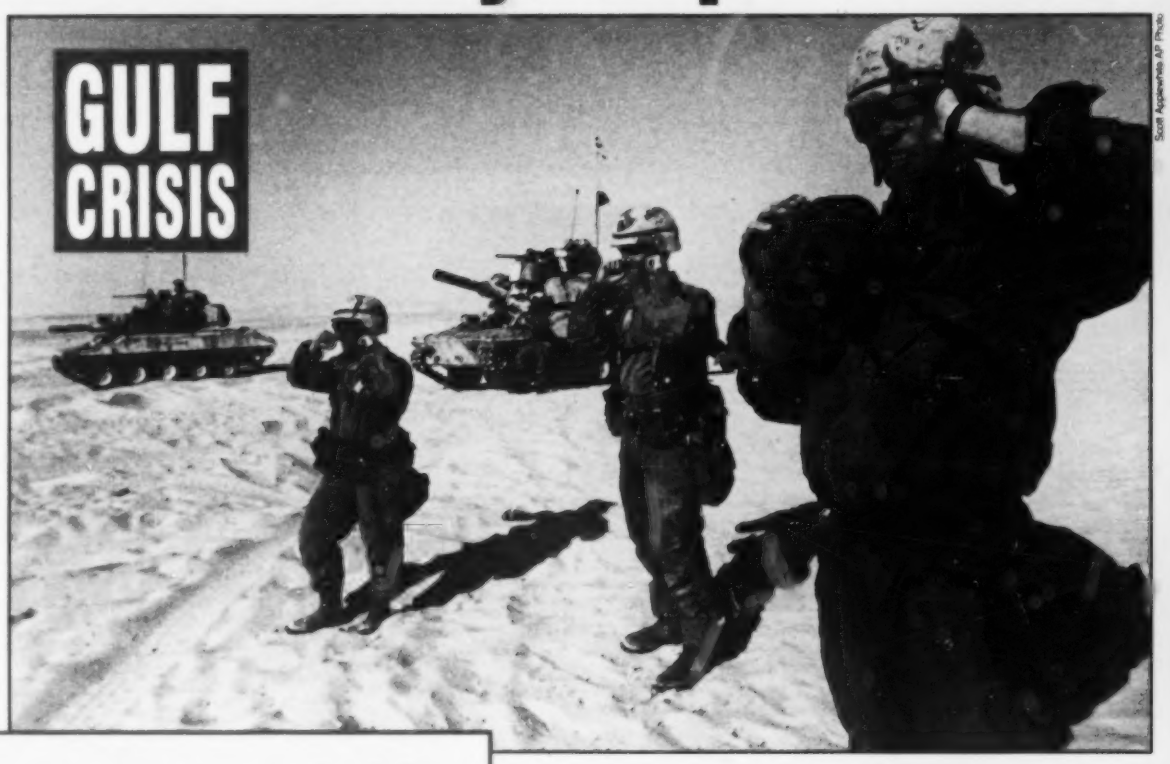
The Jan. 27 game in Tampa, Fla., is to be telecast on ABC. ABC executives couldn't be reached for comment.

Historically, sports and entertainment events have continued through war and have been considered vital, Mr. Aiello said.

"Sports in the past have been good for the morale of troops," he said. "It shows things are normal back home, and they like to know what their team is doing."

Several Super Bowl advertisers said they had [illegible]

(Continued on Page 42)



Scott Applewhite AP Photo

Carmakers set to shift

Oil fears propel new selling strategies

By Raymond Serafin

Carmakers are changing tactics to cope with hard times that could only worsen with oil shortages accompanying a Persian Gulf war.

The glitz of the new year's first two major auto shows in Los Angeles and Detroit couldn't hide the underlying pessimism that new car and truck sales will remain weak at least until spring.

A late-year 1990 slump caused by the worsening economy dragged down total new car and light-truck sales; industry sales fell 4.8% to 13.8 million units last year.

Auto marketers now are trying to stay flexible in case a war changes the availability and price of oil.

"There's a lot of 'what ifs' going on right now," said Joseph Hendrix, general marketing manager of General Motors Corp.'s Pontiac division. "There's a big fork in the road coming up on the 15th of January."

Said Dannielle Colliver, advertising manager-cars for GM's Chevrolet division: "We're poised to shift [media] scheduling and funding to different products as may be appropriate."

As an example, "If the Middle East situation would affect the sale of large cars, you could see our funding moving to some of the intermediate

(Continued on Page 43)

Ground wars

- Big 3 automakers poised to shift media schedules and messages.
- Fuel economy emphasis.
- New leasing programs.

Several airlines face crash dive

By Jennifer Lawrence

If war breaks out, U.S. airlines could face an unprecedented economic crisis sure to change the profile of the air transportation industry.

Carriers are already being squeezed by higher jet fuel prices, a slowdown in demand and overcapacity. And the airline picture could become even bleaker—depending on the outcome of the Iraq conflict.

A war is virtually certain to boost fuel costs to possibly record levels. The devastation to airlines will depend on how long a conflict lasts.

The crisis has already claimed two airline victims.

Last week, Pan Am Corp. filed for federal bankruptcy protection

(Continued on Page 43)

Air battles

- Pan Am falls victim.
- Little hope for Eastern.
- American, United, Delta expected to gain market share.

LAST MINUTE NEWS

CPC gets RICO win

PHILADELPHIA—The advertising industry won another round last week when a false-advertising suit filed here under the Racketeer Influenced & Corrupt Organizations Act wasn't allowed to proceed against CPC International.

At issue were ads for Mazola oil and margarine from Saatchi & Saatchi Advertising, New York. Attorneys for CPC said the ruling, following a similar decision in a suit against Nutri/Systems diet programs, might spell the end of all RICO-based false-advertising suits. By refusing to grant class action status to the suit, U.S. District Judge Louis Bechtle effectively eliminated the financial incentive for pursuing the case against CPC. The attorneys also noted Judge Bechtle is the district's chief judge, so his ruling is likely to be followed by other judges in similar suits.

Bank of America review

SAN FRANCISCO—Bank of America is reviewing its estimated $25 million account at Grey Advertising. The review was prompted by "an ongoing evaluation of our marketing efforts and the changing economy and changing

(Continued on Page 8)

INSIDE

GE, Rubbermaid show there are two ways to go green

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Nestle reviews media P. 3 • **Catalogers race for alternatives** P. 6 • **Why McKids stores failed** P. 8

The Standard In Quality.

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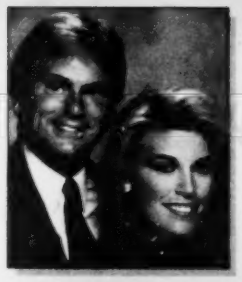
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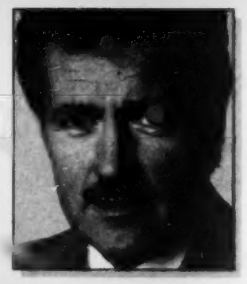
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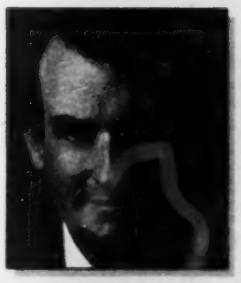
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NEWS SUMMARY

■ **The threat of war** has marketers studying contingency plans. The NFL said it may consider postponing the Jan. 27 Super Bowl if war breaks out. **1**

■ **Carmakers** worried about oil shortages accompanying a Persian Gulf war are keeping marketing plans flexible. **1**

■ **U.S. airlines** face a deepening economic crisis if war erupts in the Middle East. **1**

■ **Nestle USA** will consolidate media buying for its estimated combined $300 million annual ad budget. **3**

■ **Saatchi & Saatchi Co.** has proposed a recapitalization package that would remove the need to sell any of its agencies. Shareholders must approve the plan, which includes a new share issue that would dilute their stakes. **3**

■ **Use of 15-second commercials** on network TV declined last year, according to preliminary estimates. **3**

■ **Nike** will introduce its Air 180 running shoe globally, starting Feb. 1. Ads break on the Super Bowl telecast. **3**

■ **Ragu Foods** is adding Chicken Tonight jarred sauces, its first extension beyond spaghetti and pizza sauces. **4**

■ **Time Warner** will test a weekly, standard-magazine-size version of *Life*. **4**

■ **Del Monte Foods** next month begins a $50 million marketing introduction of its Vegetable Classics line. **4**

■ **Dentsu Corp. of America,** New York, the U.S. office of Tokyo-based Dentsu, faces a complaint by five former non-Japanese employees charging discrimination based on national origin. **4**

■ **GE Lighting and Rubbermaid** are introducing products tied to environmental concerns, but with sharply differing marketing approaches. **6**

■ **Catalog marketers,** facing mailing cost increases of up to 40%, are studying a number of business changes, including a shift to alternate delivery systems. **6**

■ **General Mills** will market Yoplait refrigerated pudding as a pudding with active yogurt cultures. **6**

■ **Kirshenbaum & Bond,** an agency known for its controversial ads, has added $15.5 million in new business. **39**

■ **Buena Vista Home Video** will back release of the video "Classic Stuff: The Adventures of Rocky & Bullwinkle" with a $15 million to $20 million marketing campaign. **40**

■ **National Advertising Division,** the industry's self-regulation arm, persuaded Johnson Controls to revise ads for its recycled plastic containers. It was one of nine cases NAD handled in December. **40**

■ **News Corp.** says its Murdoch Magazines titles aren't for sale, despite interest expressed by other publishers. News Corp. debt restructuring is to include the sale of some assets, but the company said that wouldn't include magazines. **41**

■ **Levi Strauss & Co.** will advertise on the Super Bowl telecast for the first time, promoting Dockers men's wear. **41**

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AD REVIEW

Famous faces put new fizz in familiar idea for A&W soda

(Rating: ★ ★ ★ ½)

By Bob Garfield

Garfield

It was a conceptual twist with every chance to fail. Likely to fail. Destined to fail.

A&W Brands' new TV commercials, the company announced, would be "humorous" spots-within-spots about the making of TV commercials. What a dramatic thought—the drama being to see what insipid twist on a bankrupt old idea Della Femina, McNamee, New York, would trot out.

Pirandellian self-consciousness in a TV commercial is a concept so fresh that it had never been done before, except by every car dealer and furniture store in the Western Hemisphere. Among others. In all of recorded history, the joke has worked about twice.

Alka-Seltzer's classic "Speecy Spicy Meatballs" in the '60s established the standard for the genre. Only lately has the Energizer bunny expanded the frontier. In the interim, most everything else has been dreadful. Self-consciousness is a poor substitute for substance. If you have nothing important to say and no fetching way to say it, better to hire a blimp with Your Logo Here.

So let's just say that the A&W announcement wasn't what you'd call a confidence builder. Complicating matters, the declared intention to use familiar figures from previous TV commercial campaigns suggested a clumsy use of borrowed interest in the bargain. This is a campaign, not to put too fine a point on it, that promised to stink.

It doesn't.

These are hilarious, ingenious, eye-catching ads that will succeed in doing precisely what they aim to do, which is leverage about a $9 media budget through other advertisers' hundreds of millions of dollars investment in ad-character development.

All three spots are wonderful, but the best is called "Fingers," which opens on the set of a commercial shoot with the director giving the talent instructions on what to say. The shot is a close-up of A&W diet root beer and diet cream soda cans, plus two frothy mugs.

"Pick up the glass," the off-camera director tells his actress, "and say, 'When I want a diet soft drink, nothing beats the smooth, light vanilla taste of A&W Diet Cream Soda and rich, creamy Diet A&W Root Beer with 100% NutraSweet.' "

"Got it," the actress says, also off-camera.

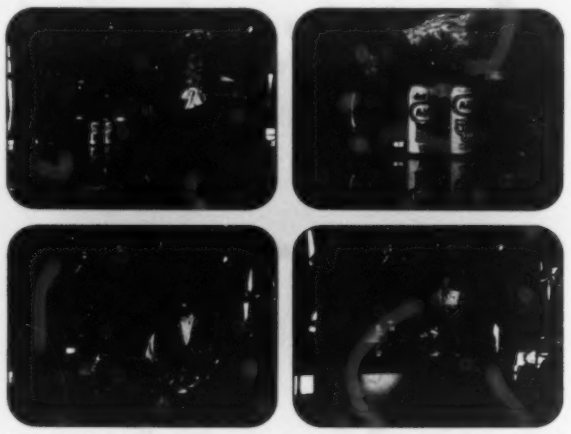
"Good," says the director. "And [the slate is clapped to mark Take 1]. . . action!" But the actress doesn't deliver her line; she dips her hand into the root beer.

"Cut!" says the director. "Just pick it up. Let's try again. [Slate, Take 2.] Action!" But this time she dips her hand into the cream soda.

"No, no. Just pick it up. [Take 3.] Action!" Again, into the root beer.

"No, no, no, no. Cut!" (Take 4, cream soda.) "No, no, no, no." (Take 15, cream soda.)

And so on, bad take after bad take. Finally, the exasperated director squeaks, "No! Cut! Why do you keep doing that?" At this point, the camera pulls back to reveal that the actress is Jan Miner, whom we know as Madge the Manicurist from 25 years of Palmolive dishwashing liquid commercials. She's in her blue manicuring smock, and she seems puzzled, too.



Madge the Manicurist's new finger fetish is a mugful of A&W root beer, while Mr. Whipple enjoys squeezing aluminum. Mr. T also stars in this ingenious effort.

"I have no idea," she says.

But we do, of course, because we've had to stomach Madge and her Palmolive-soaked clients since about the Gulf of Tonkin incident, and if we had the choice of never having seen her or never having pressed the Vietnam War, we'd have some serious soul-searching to do.

Thus the cunning of the spot, and of the other spots featuring Dick Wilson (Mr. Whipple) and Mr. T (Mr. T). All create powerful, instant bursts of recognition and amusement—with the product (credit art director Marian Godwin) at center stage 100% of the time. Maybe A&W can buy only $9 worth of time, but Palmolive and Charmin and the A-Team, in effect, have contributed a half-billion dollars in pre-publicity. And because the editing (Phil Messina), direction (Mark Chiat) and copy (David Leinwohl) are so punchy, economical and deftly timed, the viewer will gladly wait 30 seconds for the payoff, which these days is half the battle.

Still, in a sense, the campaign does achieve its destiny. Madge, Whipple and T have been unfailingly annoying me for decades. This time, they failed. □

The rating system uses four stars to represent excellent, three for notable, two for mediocre and one for pathetic.

Nestle media

(Continued from Page 3)

to anything until we see the recommendations of the agencies," he said.

Plans for a media consolidation were under way months before Nestle in November announced it was setting up the holding company for Carnation, Nestle Foods Corp., Stouffer Foods Corp., Nestle/Hills Coffee Co. and other, smaller food units (AA, Nov. 19).

Nestle USA, with sales of more than $7 billion, covers the biggest single market for the $30 billion-plus Swiss giant, the world's biggest food marketer.

Nestle USA companies have already consolidated parts of their media work in recent years.

Carnation uses Lintas New York for all network TV buys and the Bloom Agency, Dallas, for spot TV buys. But those agencies' connections were weakened last year when Carnation dropped them as creative agencies and reassigned its brands.

Lintas since last spring has also handled Nestle Foods' daytime network TV buying. Nestle Foods and Carnation have channeled print buying through Della Femina, McNamee, Pittsburgh, for about three years, Mr. McMennamin said.

Nestle USA's major agencies are New York shops McCann-Erickson Worldwide; Jordan, McGrath, Case & Taylor; and J. Walter Thompson USA; as well as Dailey & Associates, Los Angeles, and Tatham-Laird & Kudner, Chicago.

Even with the consolidation, it's possible some buying, such as spending by a smaller unit, may not be consolidated, Mr. McMennamin said.

Mr. Crull said few creative assignment shifts are likely in the wake of Nestle USA's Jan. 1 start-up.

The creative agencies, which would also handle media planning, will be paid a commission based on the amount of media behind their brands, Nestle USA said; agencies of record for media placement will be paid on a fee basis.

Even with the change, Nestle USA will play no direct role in media buying. Each unit will deal independently with the agencies handling the consolidated media buying, Mr. McMennamin said.

"We have to assure the operational companies get proper response, timeliness, level of detail, etc. from the buying agency," he said. "A centralized control would not do the process justice. . . . We strongly believe in the operating units, so we want to give them the responsibility."

Nor will Nestle USA play a direct role in designing agency incentive compensation programs, long championed by its parent.

Each operating unit will decide whether and how to use incentives, said Mr. McMennamin, who earlier implemented an incentive program at Carnation.

"I will say without reservation that incentives work very well with advertising agencies, like they work very well with anybody else," Mr. Crull said. "The agency community overall may not have liked it when we announced it, but it's been successful."

And Mr. McMennamin said, "The thing that's similar [among all units] is that they do believe in incentivizing their agencies." □

Gary Levin and Judann Dagnoli contributed to this story.

Air 180

(Continued from Page 3)

ber of different languages, the other commercials in the campaign are being done without spoken language.

Title cards identifying Nike and promoting the Air 180's worldwide availability will be used, translated into various languages. Ads will use the company's "Just do it" theme of the past three years.

Tokyo-based Dentsu will handle Asian media buying and planning for Nike and CIA International, London, is doing European media planning and placement. SFM Media, New York, buys media for Nike in the U.S.

A global product launch "is a great drill for any company . . . as you move toward a global economy," Mr. Bedbury said.

Introducing the Air 180 globally instead of launching it in the U.S. and rolling it to other parts of the world during a longer period of time will give Nike more time to build sales before rivals copy the product, said John Horan, editor of *Sporting Goods Intelligence*, an industry newsletter.

Observers say the real potential for growth for Nike, which leads the $5.55 billion U.S. branded athletic shoe market with a 28.4% share, is overseas.

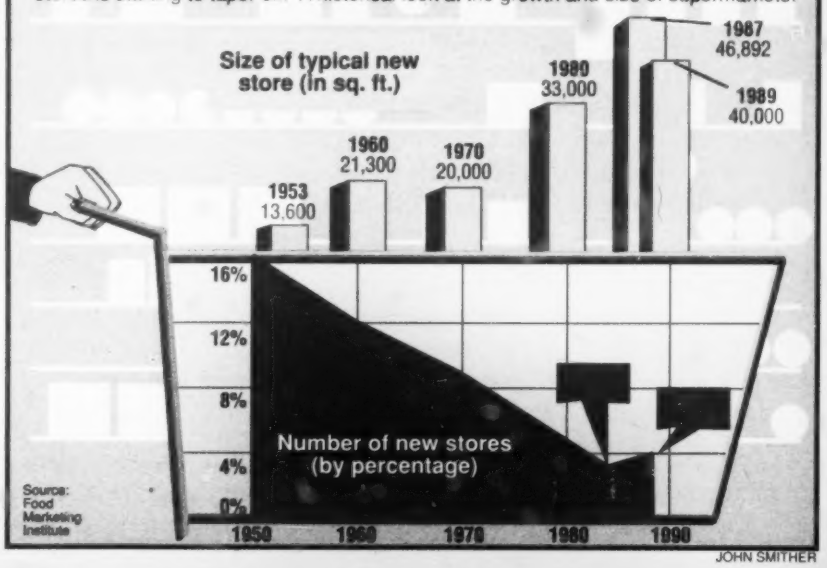
"I don't think people realize what [big business] they're going to do in Europe in the next three years," Mr. Horan said.

Nike won't continue to get the U.S. growth rate it's had in the past, he said. The U.S. market's growth was 20% to 25% annually in the mid-1980s, but is expected to slow to 6% to 7% this year, Mr. Horan said. □

DATAWATCH

Shrinking markets

Supermarket size reached an all-time high in 1987, but the square footage of new stores is starting to taper off. A historical look at the growth and size of supermarkets:



JOHN SMITHER